

**RESPONSE UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE – Art Unit 3627
Attorney Docket No. 249768040US**

REMARKS

Claims 25-43 and 67 are pending in this application, all of which stand rejected. In this response, Applicants amend claims 25, 42 and 43 to more particularly point out and distinctly claim Applicants' invention. Support for the claim amendments is provided throughout the specification. The amendments add no new matter.

In the Office Action mailed on November 14, 2003 (Paper No. 12), the Examiner rejected claims 25-28, 31, 33-39, 41-43 and 67 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,611,814 to Lee et al. ("Lee") in view of Application Publication No. US2002/0042775A1 to Nelson et al. ("Nelson"); and rejected claims 29, 30 and 32 under 35 U.S.C. § 103(a) as being unpatentable over Lee in view of Nelson and U.S. Patent Application Publication No. US2002/0095298A1 to Ewing ("Ewing"). For the reasons discussed in detail below, applicants submit that the application is now in condition for allowance.

Applicants wish to thank the Examiner for the courtesy extended by the Examiner in a telephone interview conducted on May 4, 2004, during which the Examiner and Applicants' representatives discussed the cited prior art references with respect to claim 43, and alternative claim language for claim 43. Applicants gratefully acknowledge the Examiner's indication that an amendment clarifying that the purchaser of the item is identified by the notification would tend to distinguish claim 43 from Lee and Nelson.

Applicants herein amend claim 43 to include a provision that the notification identifies the purchaser of the item as discussed with the Examiner in the telephone interview. Additionally, applicants have amended independent claims 25 and 42 herein to recite language similar to claim 43, also as discussed with the Examiner in the telephone interview.

In view of the foregoing, Applicants respectfully request reconsideration and allowance of claims 25, 42 and 43. Moreover, claims 26-41 and 67 depend from claims 25 and 43, respectively, and are therefore allowable on the same basis as claims 25 and 43.

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Conclusion

In view of the foregoing, Applicants respectfully submit that claims 25-43 and 67 are allowable and ask that this application be passed to allowance. If the Examiner has any questions or believes a telephone conference would expedite prosecution of this application, the Examiner is encouraged to call the undersigned at (206) 359-8000.

Respectfully submitted,
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